

INCOMING TELEGRAM

International  
Communication  
Agency

STAT

00000590010-8

CDS - 1523385

326  
245p

UNCLASSIFIED

Classification

ACTION NNNNVV ICB917

COMM CENTER

PGM/F RR RUEHIA

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RECEIVED

INFO: DE RUFHOL 49840 2991731

OCT 26 2 04 PM '78

EU ZNR UUUUU ZZH

PGM/P R 261729Z OCT 78

VOA FM AMEMBASSY BONN

PGM/R TO USICA WASHDC

DIS BT

UNCLAS BONN 19840

STATE

USICA

FOR EU, PGM/F

E.O. 11652: N/A

SUBJECT: "STERN" OPENING WASHINGTON BUREAU

1. GERMANY'S LARGEST-CIRCULATION (2 MILL.) ILLUSTRATED MAGAZINE "STERN" IS OPENING A WASHINGTON BUREAU NOVEMBER 1, 1978. IT WILL HANDLE ALL POLITICAL, USG AND FOREIGN POLICY MATTERS, LEAVING AMERICAN AND CULTURAL MATTERS TO ITS NEW YORK BUREAU.
2. "STERN," COMPARABLE IN FORMAT ROUGHLY TO LIFE MAGAZINE, IS CONSIDERED FLAGSHIP OF LARGE DIVERSIFIED

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GRUNER & JAHR COMMUNICATIONS GROUP WHOSE PUBLICATIONS **II BONN**  
DO NOT REFLECT ANY UNIFIED POLITICAL ORIENTATION. **19840**  
"STERN" EDITOR-IN-CHIEF HENRI NANNEN GENERALLY  
SUPPORTS PRESENT FRG GOVERNMENT; CLOSE FRIEND OF  
SPD PARTY CHIEF WILLY BRANDT; INTERVIEWED LATE  
PRESIDENT JOHNSON, CHAIRMAN BREZHNEV AND OTHER  
LEADING WORLD FIGURES.

3. THE WASHINGTON BUREAU CHIEF WILL BE PETER SEIDLITZ,  
FORMER AFRICA/MIDDLE EAST CORRESPONDENT. HE WILL  
CONTACT WASHINGTON FOREIGN PRESS CENTER ON ARRIVAL.

4. AS FIRST SPECIFIC REQUEST, SEIDLITZ ASKS FOR  
ASSISTANCE IN GETTING INTERVIEW WITH ADMIRAL TURNER  
ON IMPACT "DISCLOSURE" STORIES HAVE HAD -- OR MIGHT  
HAVE -- ON CIA EFFECTIVENESS. DURING SEIDLITZ  
PRE-DEPARTURE CALL ON BONN EMBASSY PRESS ATTACHE HE  
WAS NOT RPT NOT ENCOURAGED TO EXPECT AFFIRMATIVE  
RESPONSE FROM CIA. BUT HE WISHES TO PURSUE PROJECT  
NONETHELESS. (FYI: HAS ALSO ASKED FRG AMBASSADOR  
IN WASHINGTON TO INTERVENE ON HIS BEHALF.)

5. SUGGEST FPC COOPERATE WITH SEIDLITZ TO EXTENT  
POSSIBLE, PARTICULARLY IN INITIAL SETTLING-IN PHASE  
OF NEW "STERN" OPERATION.

KLIEFORTH **TBT**

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